

LEO BURNETT U.S.A.

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151

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# Taste No Longer Dictated By Tar.

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Growing number of smokers discover low tar  
MERIT ends reliance on high tar for taste.

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For years, it seemed the only way to get real taste from a cigarette was to smoke a high tar brand.

High tar cigarettes had an "exclusive" on taste.

Today, all the standards are changing because of a new taste breakthrough called "Enriched Flavor" tobacco.

MERIT is packed with "Enriched Flavor" tobacco. Tobacco fortified with certain key flavor-rich ingredients isolated in cigarette smoke and proven to deliver flavor away

© Philip Morris Inc. 1978

Kings: Avg. "tar": 8.8 mg nicotine av. per cigarette. FTC Report Aug. 77  
100's: 11 mg "tar"; 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

out of proportion to tar.

#### Test Data Conclusive

MERIT and MERIT 100's were both tested against a number of higher tar cigarettes. Thousands of smokers were involved.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has

Enriched Flavor<sup>®</sup> tobacco.  
And you can taste it.



# MERIT

Kings & 100's

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